

# CONTRACT


**WVIT**  
**1422 New Britain Ave**  
**West Hartford, CT 06110**  
**(860) 521-3030**

www.nbcconnecticut.com

And:

**MESSAGE AND MEDIA**  
**100 ALBANY STREET**  
**NEW BRUNSWICK, NJ 08901**

<u>Contract / Revision</u>		<u>Alt Order #</u>
342425 / 5		
<u>Product</u>		
<b>SENATE 2012</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
<b>10/29/12 - 11/06/12</b>		
<u>Advertiser</u>	<u>Original Date / Revision</u>	
<b>MURPHY FOR SENATE</b>	<b>10/17/12 / 11/02/12</b>	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
<b>WVIT</b>	Corey Lane	Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u>		
RA35+		
		<u>Total Ratings</u>
		224.80
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
42907	28027	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/			Amount	
									Rate	Rtn	Type		
1	WVIT	10/29/12	11/04/12	5-530A CT NEWS TODAY	5A-530A		:30				NM	5 \$1,250.00	
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/29/12	11/04/12	MTWTF--					5	\$250.00	1.10			
2	WVIT	10/29/12	11/04/12	530-6A CT NEWS TODAY	530A-6A		:30				NM	5 \$1,500.00	
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/29/12	11/04/12	MTWTF--					5	\$300.00	1.70			
3	WVIT	10/29/12	11/04/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	5 \$2,500.00	
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/29/12	11/04/12	MTWTF--					5	\$500.00	3.20			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
2	WVIT	10/29/12-11/04/12		6-7A CT NEWS TODAY		6A-7A		MTuWThF----	:30		\$500.00	3.20	NM
See MG 3.6													
DNA-SEVERE WX COVERAGE													
6	WVIT	10/29/12-11/04/12		6-7A CT NEWS TODAY	6A-7A		--WThF----		:30		\$500.00	3.20	NM
MG for 3.2 10/29													
4	WVIT	10/29/12	11/04/12	7-9A TODAY SHOW	7A-9A		:30				NM	5 \$4,250.00	
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/29/12	11/04/12	MTWTF--					5	\$850.00	3.50			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

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Contract / Revision	Alt Order #	
342425 / 5		
Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	SENATE 2012	
Advertiser		
MURPHY FOR SENATE		
Original Date / Revision		
10/17/12 / 11/02/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/			Rate	Rtn	Type	Amount	
									Start Date	End Date	Weekdays	Spots/Week	Rate	Rtg	Type	
Spot	Ch	Date Range		Description	Start/End Time				Start/End Time		Weekdays		Length			
1	WVIT	10/29/12-11/04/12		7-9A TODAY SHOW	7A-9A				MTuWThF-----				:30			
				See MG 4.6 DNA-SEVERE WX COVERAGE										\$850.00	3.50	NM
5	WVIT	10/29/12-11/04/12		7-9A TODAY SHOW	7A-9A				MTuWThF-----				:30			
				See MG 4.7 DNA-SEVERE WX COVERAGE										\$850.00	3.50	NM
6	WVIT	11/01/12-11/02/12		7-9A TODAY SHOW	7A-9A				-----ThF-----				:30			
				Ⓜ MG for 4.1 10/31										\$850.00	3.50	NM
7	WVIT	11/05/12-11/06/12		7-9A TODAY SHOW	7A-9A				MTu-----				:30			
				Ⓜ MG for 4.5 11/01										\$850.00	3.50	NM
5	WVIT	10/29/12	11/04/12	6-7A CT NEWS TODAY	6A-7A								:30			
				CDR												
		Start Date	End Date	Weekdays				Spots/Week								
Week:	10/29/12		11/04/12	-----S-				1								
									Rate		Rating					
									\$275.00		2.20					
6	WVIT	10/29/12	11/04/12	7-9A SATURDAY TODAY	7A-9A								:30			
				IP												
		Start Date	End Date	Weekdays				Spots/Week								
Week:	10/29/12		11/04/12	-----S-				1								
									Rate		Rating					
									\$400.00		3.30					
7	WVIT	10/29/12	11/04/12	9-10A CT NEWS TODAY	9A-10A								:30			
				CDR												
		Start Date	End Date	Weekdays				Spots/Week								
Week:	10/29/12		11/04/12	-----S-				1								
									Rate		Rating					
									\$600.00		3.10					
8	WVIT	10/29/12	11/04/12	6-630AM SU CT NEWS TOD 6A-630A									:30			
				IP												
		Start Date	End Date	Weekdays				Spots/Week								
Week:	10/29/12		11/04/12	-----S				1								
									Rate		Rating					
									\$125.00		1.30					
9	WVIT	10/29/12	11/04/12	630-7AM SU CT NEWS TOD 630A-7A									:30			
				IP												
		Start Date	End Date	Weekdays				Spots/Week								
Week:	10/29/12		11/04/12	-----S				1								
									Rate		Rating					
									\$150.00		1.40					
10	WVIT	10/29/12	11/04/12	7-8A CT NEWS TODAY	7A-8A								:30			
				IP												
		Start Date	End Date	Weekdays				Spots/Week								
Week:	10/29/12		11/04/12	-----S				1								
									Rate		Rating					
									\$200.00		2.30					
11	WVIT	10/29/12	11/04/12	8-9A SUNDAY TODAY	8A-9A								:30			
				IP												
		Start Date	End Date	Weekdays				Spots/Week								
Week:	10/29/12		11/04/12	-----S				1								
									Rate		Rating					
									\$350.00		3.10					
12	WVIT	10/29/12	11/04/12	9-10A CT NEWS TODAY	9A-10A								:30			
				IP												
		Start Date	End Date	Weekdays				Spots/Week								
Week:	10/29/12		11/04/12	-----S				1								
									Rate		Rating					
									\$300.00		2.90					

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FOR NBC CONTRACTS:

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Contract / Revision	Alt Order #
342425 / 5	

Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	SENATE 2012	

Advertiser	Original Date / Revision
MURPHY FOR SENATE	10/17/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/			Amount				
									Rate	Rtn	Type					
13	WVT	10/29/12	11/04/12	10-1030A CHRIS MATTHEW 10-1030A			:30				NM	1 \$1,500.00				
IP																
Week: 10/29/12		Start Date	End Date	Weekdays	Spots/Week		Rate	Rating								
				-----S	1		\$1,500.00	2.30								
14	WVT	10/29/12	11/04/12	1030A-1130A SU MTP	1030A-1130A		:30				NM	1 \$2,500.00				
IP																
Week: 10/29/12		Start Date	End Date	Weekdays	Spots/Week		Rate	Rating								
				-----S	1		\$2,500.00	1.80								
E 15	WVT	10/29/12	11/04/12	9-10A TODAY SHOW	9A-10A		:30				NM	5 \$1,750.00				
IP																
Week: 10/29/12		Start Date	End Date	Weekdays	Spots/Week		Rate	Rating								
				MTWTF--	5		\$350.00	2.30								
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type																
5 WVT 10/29/12-11/04/12		9-10A TODAY SHOW		9A-10A	MTuWThF----		:30		\$350.00	2.30	NM					
See MG 15.6 DNA-SEVERE WX COVERAGE																
6 WVT 11/06/12-11/06/12		9-10A TODAY SHOW		9A-10A	-Tu-----		:30		\$350.00	2.30	NM					
Ⓜ MG for 15.5 11/02																
16	WVT	10/29/12	11/04/12	11-12P CT NEWS TODAY	11A-12P		:30				NM	5 \$375.00				
IP																
Week: 10/29/12		Start Date	End Date	Weekdays	Spots/Week		Rate	Rating								
				MTWTF--	5		\$75.00	1.30								
17	WVT	10/29/12	11/04/12	3-4PM STEVE HARVEY	3P-4P		:30				NM	5 \$875.00				
IP																
Week: 10/29/12		Start Date	End Date	Weekdays	Spots/Week		Rate	Rating								
				MTWTF--	5		\$175.00	1.40								
18	WVT	10/29/12	11/04/12	4-5P ELLEN	4P-5P		:30				NM	6 \$1,250.00				
IP																
Week: 10/29/12		Start Date	End Date	Weekdays	Spots/Week		Rate	Rating								
				MTWTF--	5		\$250.00	1.90								
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type																
5 WVT 10/29/12-11/04/12		4-5P ELLEN		4P-5P	MTuWThF----		:30		\$250.00	1.90	NM					
See MG 18.6,18.7 DNA-SEVERE WX COVERAGE																
6 WVT 10/29/12-11/04/12		7-8A CT NEWS TODAY		7A-8A	-----St		:30		\$200.00	1.40	NM					
Ⓜ MG for 18.5 10/31																
7 WVT 11/05/12-11/05/12 4305A CT NEW TODAY M-F 430A-5A																
Ⓜ MG for 18.5 10/31																
19	WVT	10/29/12	11/04/12	5-6P CT NEWS @ 5PM	5P-6P		:30				NM	5 \$3,250.00				
IP																
Week: 10/29/12		Start Date	End Date	Weekdays	Spots/Week		Rate	Rating								
				MTWTF--	5		\$650.00	3.40								

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342425 / 5	

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10/29/12 - 11/06/12	SENATE 2012	

Advertiser	Original Date / Revision
MURPHY FOR SENATE	10/17/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/			Rate	Rtn	Type	Spots	Amount										
									Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
Spot	Ch	Date Range		Description					Start Date	End Date	Weekdays				Start/End Time	Weekdays	Length	Rate	Rtg	Type						
2	WVIT	10/29/12-11/04/12		5-6P CT NEWS @ 5PM					5P-6P		MTuWThF-----				:30			\$650.00	3.40	NM						
See MG 19.6																										
DNA-SEVERE WX COVERAGE																										
6	WVIT	10/29/12-11/04/12		5-6P CT NEWS @ 5PM					5P-6P		---WThF-----				:30			\$650.00	3.40	NM						
M MG for 19.2 10/29																										
20	WVIT	10/29/12	11/04/12	6-630P M-F CT NEWS @ 6		6P-630P									:30						NM	5	\$7,000.00			
CDR																										
Week:	Start Date	End Date		Weekdays					Rate	Rating																
10/29/12	11/04/12			MTWTF--				5	\$1,400.00	4.50																
Spot	Ch	Date Range		Description					Start/End Time		Weekdays				Length			Rate	Rtg	Type						
2	WVIT	10/29/12-11/04/12		6-630P M-F CT NEWS @ 6		6P-630P			MTuWThF-----		:30				\$1,400.00	4.50	NM									
See MG 20.6																										
DNA-SEVERE WX COVERAGE																										
3	WVIT	10/29/12-11/04/12		6-630P M-F CT NEWS @ 6		6P-630P												\$1,400.00	4.50	NM						
See MG 20.7																										
DNA-SEVERE WX COVERAGE																										
6	WVIT	10/29/12-11/04/12		6-630P M-F CT NEWS @ 6		6P-630P			---WThF-----		:30				\$1,400.00	4.50	NM									
M MG for 20.2 10/29																										
7	WVIT	10/29/12-11/04/12		TH8P-9P THE VOICE		8P-9P			----Th-----		:30				\$1,400.00	4.50	NM									
M MG for 20.3 10/30																										
21	WVIT	10/29/12	11/04/12	630-7P NIGHTLY NEWS		630-7P									:30						NM	2	\$5,000.00			
IP																										
Week:	Start Date	End Date		Weekdays					Rate	Rating																
10/29/12	11/04/12			MTWTF--				2	\$2,500.00	5.10																
Spot	Ch	Date Range		Description					Start/End Time		Weekdays				Length			Rate	Rtg	Type						
2	WVIT	10/29/12-11/04/12		630-7P NIGHTLY NEWS		630-7P			MTuWThF-----		:30				\$2,500.00	5.10	NM									
See MG 21.3																										
DNA-SEVERE WX COVERAGE																										
3	WVIT	10/29/12-11/04/12		630-7P NIGHTLY NEWS		630-7P			---WThF-----		:30				\$2,500.00	5.10	NM									
M MG for 21.2 10/29																										
22	WVIT	10/29/12	11/04/12	6-7P CT NEWS SAT @ 6PM		6P-7P									:30						NM	2	\$600.00			
IP																										
Week:	Start Date	End Date		Weekdays					Rate	Rating																
10/29/12	11/04/12			----S-				1	\$600.00	3.10																
Spot	Ch	Date Range		Description					Start/End Time		Weekdays				Length			Rate	Rtg	Type						
1	WVIT	10/29/12-11/04/12		6-7P CT NEWS SAT @ 6PM		6P-7P			-----Sa--		:30				\$600.00	3.10	NM									
See MG 22.2,22.3																										
NA-PGM NOT SCHEDULED																										
2	WVIT	10/29/12-11/04/12		1-2P DAYS OF OUR LIVES		1P-2P			MTuWThF-----		:30				\$300.00	1.55	NM									
M MG for 22.1 11/03																										
3	WVIT	10/29/12-11/04/12		1-2P DAYS OF OUR LIVES		1P-2P			MTuWThF-----		:30				\$300.00	1.55	NM									
M MG for 22.1 11/03																										
23	WVIT	10/29/12	11/04/12	6-7P CT NEWS SUN @ 6PM		6P-7P									:30						NM	1	\$600.00			
IP																										

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342425 / 5	

Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	SENATE 2012	

Advertiser	Original Date / Revision
MURPHY FOR SENATE	10/17/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/			
									Rate	Rating	Spots	
Week:		Start Date	End Date	Weekdays					Rate	Rating	Spots	Amount
		Week: 10/29/12	11/04/12	-----S				1	\$600.00	5.10		
24	WVT	10/29/12	11/04/12	7-730P EXTRA	7P-730P		:30					NM
		IP										
		Start Date	End Date	Weekdays				3				
		Week: 10/29/12	11/04/12	MTWTF--					\$450.00	2.80		
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Rtg	Type	
	1	WVT	10/29/12-11/04/12	7-730P EXTRA	7P-730P	MTuWThF-----	:30		\$450.00	2.80	NM	
		See MG 24.4		DNA-SEVERE WX COVERAGE								
	4	WVT	10/29/12-11/04/12	7-730P EXTRA	7P-730P	----WThF-----	:30		\$450.00	2.80	NM	
		MG for 24.1 10/29										
25	WVT	10/29/12	11/04/12	11-1135P LATE NEWS	11P-1135P		:30					NM
		IP										
		Start Date	End Date	Weekdays				5				
		Week: 10/29/12	11/04/12	MTWTFSS					\$850.00	4.30		
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Rtg	Type	
	2	WVT	10/29/12-11/04/12	11-1135P LATE NEWS	11P-1135P	MTuWThFSaSt	:30		\$850.00	4.30	NM	
		See MG 25.6		DNA-SEVERE WX COVERAGE								
	6	WVT	10/29/12-11/04/12	11-1135P LATE NEWS	11P-1135P	---WThFSaSt	:30		\$850.00	4.30	NM	
		MG for 25.2 10/29										
26	WVT	10/29/12	11/04/12	1135-1235A TONIGHT SHOW	1135P-1235A		:30					NM
		IP										
		Start Date	End Date	Weekdays				5				
		Week: 10/29/12	11/04/12	MTWTF--					\$250.00	2.20		
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Rtg	Type	
	2	WVT	10/29/12-11/04/12	1135-1235A TONIGHT SHOW	1135P-1235A	MTuWThF-----	:30		\$250.00	2.20	NM	
		See MG 26.6		DNA-SEVERE WX COVERAGE								
	6	WVT	10/29/12-11/04/12	1135-1235A TONIGHT SHOW	1135P-1235A	---WThF-----	:30		\$250.00	2.20	NM	
		MG for 26.2 10/29										
27	WVT	10/29/12	11/04/12	FTBL NIGHT AMERICA NON	7P-8P		:30					NM
		IP										
		Start Date	End Date	Weekdays				1				
		Week: 10/29/12	11/04/12	-----S					\$1,200.00	3.20		
28	WVT	10/29/12	11/04/12	1130P-1A SNL	1130P-1A		:30					NM
		CDR										
		Start Date	End Date	Weekdays				1				
		Week: 10/29/12	11/04/12	-----S-					\$1,800.00	3.30		
29	WVT	10/29/12	11/04/12	W10-11P CHICAGO FIRE	10P-11P		:30					NM
		CDR										
		Start Date	End Date	Weekdays				1				
		Week: 10/29/12	11/04/12	--W----					\$3,000.00	8.20		
30	WVT	10/29/12	11/04/12	730-8P ACCESS HOLLYWOOD	730P-8P		:30					NM
		IP										
		Start Date	End Date	Weekdays				2				
		Week: 10/29/12	11/04/12	--W----					\$900.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #	
342425 / 5		
Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	SENATE 2012	
Advertiser		Original Date / Revision
MURPHY FOR SENATE		10/17/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/			Amount
									Rate	Rtn	Type	
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating		
		10/29/12	11/04/12	MTWTF--				2	\$450.00	2.80		
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Rtg	Type	
2	WVIT	10/29/12-11/04/12		730-8P ACCESS HOLLYWO	730P-8P	MTuWThF----	:30		\$450.00	2.80	NM	
		See MG 30.3		DNA-SEVERE WX COVERAGE								
3	WVIT	10/29/12-11/04/12		730-8P ACCESS HOLLYWO	730P-8P	WThF-----	:30		\$450.00	2.80	NM	
		(M) MG for 30.2 10/29										
								Totals		224.80	84	\$50,350.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	84	\$50,350.00	\$42,797.50
<b>Totals</b>	<b>84</b>	<b>\$50,350.00</b>	<b>\$42,797.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.